



Roslyn

KEITH

ROAD

STRAITNOLA
PARK

WHITE

NOR



PHOTO OF THE COMPANY'S NEW PASSENGER BOAT "ROSSLYN"

This is the largest boat of its kind in B. C., being 76 feet length by 17 feet beam; equipped with a Cowie 135 h. p. engine. Speed, 16 miles per hour. Built to ply between "ROSSLYN," the Company's new townsite and Vancouver, distance 5½ miles, and will run every two hours. She will carry 300 passengers.

ADDENDA

This Pamphlet, not originally intended as a Prospectus, was printed in advance of accurate data as to the extent of the lands to be acquired by the Company for townsite purposes, and in advance of the final action of the Dominion Government as to the size of the dry dock to be built at Vancouver.

The Company realizes that with its valuable assets the simple truth should be sufficient at all times to appeal to the most conservative investor. In view of this fact, this Booklet has been subjected to a most severe criticism, and in consequence the Company would respectfully draw the reader's attention to the following alterations:

Page No. 1 has undergone the greatest number of changes, owing to the fact that the annual meeting of stockholders has taken place, as will duly appear in the minutes of the Company's meetings, and the following gentlemen will, until June 1st, 1911, be the Directors and Officers of the Imperial Car, Shipbuilding and Dry Dock Corporation.

OFFICERS

JUDGE JOHN ARTHUR, President,
Seattle.
CHARLES S. DOUGLAS, First Vice-
President, Vancouver.
ROBERT KELLY, - Second Vice-
President, Vancouver.
(Wholesale Merchant)
C. S. DOUGLAS, - Treasurer
Vancouver.
(Ex-Mayor City of Vancouver)
JOHN J. LOUGHRAN, - Secretary
Seattle.
(Mining Expert)
EUGENE E. HAROLD, Railroad
Agent, Seattle.
GEORGE ARMOUR FAIR, Financier
Seattle.
GEO. A. BARRETT - Manager
Vancouver.

ADVISORY BOA'

JOHN Y. McNAUGHT, Reeve of
North Vancouver,
Vancouver.
W. A. BAUER, Civil Engineer,
Vancouver.
FRANK BURNETT, - Capitalist,
Vancouver.
N. THOMPSON, Dry Dock Expert,
Vancouver.
D. G. MACDONNELL, - Barrister,
Vancouver.
E. W. MACLEAN, - Capitalist,
Vancouver.
L. D. TAYLOR, Mayor of Van-
couver,
Vancouver.
GEO. A. BARRETT, - Real Estate,
Vancouver.

FINANCIAL AGENT, CANADA

C. S. DOUGLAS and G. A. BARRETT, Vancouver.

FINANCIAL AGENTS, U. S. A.

JOHN J. LOUGHRAN and GEORGE A. FAIR, Seattle, Wash.

HEAD OFFICE, CANADA

282 HASTINGS ST. E., VANCOUVER, B. C.

HEAD OFFICE, U. S. A.

262-3 EMPIRE BUILDING, SEATTLE, WASH.

AUDITORS

CLARKSON, CROSS & HELLIWELL, Vancouver.

BANKERS

BANK OF VANCOUVER, Vancouver, B. C.

SOLICITORS

COWAN, MACDONALD & PARKES, Vancouver.

ASSOCIATE SOLICITOR

JUDGE JOHN ARTHUR, Seattle, Wash.

The Company feels pleased and entirely satisfied with the choice of its Stockholders in the election of its Officers for the year 1910-1911.

On page 2, instead of "6000" it should read "5240." On page 12, instead of 8000 feet we have substituted 6640, and 12,000,000 should read 9,960,000.

The wording of the second paragraph of page 16 might be construed to mean that our Company had secured a subsidy of \$4,000,000 to build a dry dock. It was never so intended, but the general public is aware that there is an Act of Parliament which gives any person or company who will build a dry dock to certain specifications, a right to demand from the Government a subsidy of $3\frac{1}{2}\%$ for 35 years, which in that length of time would amount to even more than the sum quoted. This was what was meant—although even at that time the Company was practically assured that all difficulties were removed and success only a question of time. Contrary to our own faith in the future, however, the government concluded that a dock of the second class would be sufficient for the Port of Vancouver for many years to come, hence the subsidy is not as large as we anticipated. We bowed to powers that be, and accepted what we trust will some day be increased to a dock of the largest capacity. This explanation will suffice for page 19.

Page 35 refers to a brick clay deposit on the Company's property. The Company has tested this clay sufficiently in the last few months to satisfy

itself that while not the best in Canada, it is nevertheless a valuable deposit and will doubtless supply all the needs of the townsite for a good serviceable brick for many, many years to come.

Page 37 deals largely with the number and value of the Company's lots. The value of course is in the future, as all real estate is; but the number to a great extent depends on the size into which they may later be surveyed as they grow in value. The Company, being fully aware of the importance of its real estate holdings, is losing no opportunity of extending the boundaries of the townsite.

In conclusion, we believe our Company has done a noble work for the City of Vancouver in particular, and the whole Pacific Coast in general, in thus securing a Dry Dock that will not only be a wealth producer, but a much needed boon to every ship afloat on the Pacific Ocean. But while the great object, viz., government approval and subsidy, has been secured,

we must not forget that a great work has yet to be done before sufficient funds have been obtained to accomplish this great work. Its success is of vital importance to every Vancouver citizen, and when the Agents of the Company call upon you, citizens, as they will do in due time, kindly listen to what they have to say, remembering that apart from the fact that you will derive financial profit, you have a right to the honor of contributing to a great undertaking that will do more to advertise, and everlastingly advertise Vancouver than any other project that has or will take place, in our midst.

NOTE.—Any intending purchasers of stock in the Imperial Car, Ship-building and Dry Dock Corporation, Limited, will be better assured of its stability by making enquiries of Messrs. Cowan, Parks & Macdonnell, Clarkson, Cross & Helliwell, or the Bank of Vancouver.



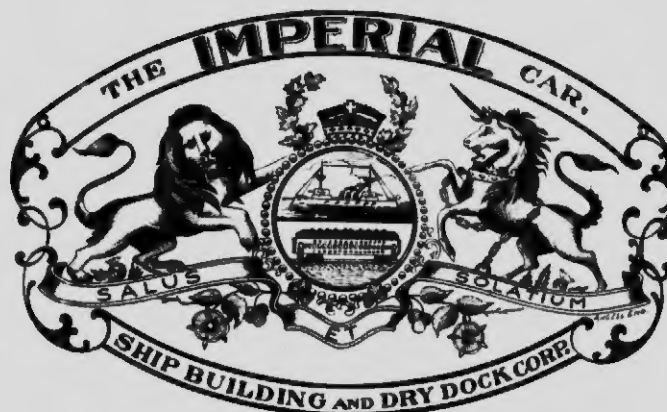
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Head Office, U. S. A.
262-3 Empire Bld., Seattle, Wash.



Auditors
Clarkson, Cross & Helliwell
Vancouver

Bankers
Royal Bank of Canada, Vancouver

Solicitors
Cowan, McDonald & Parks
Vancouver

LIMITED

Directors

Judge John Arthur	- President	-	Seattle
Ex-President Washington State Bar Association			
Geo. H. Cowan, M.P.	- First Vice-Pres.	-	Vancouver
City Solicitor			
Eugene E. Harold	- Second Vice-Pres.	-	Seattle
C. S. Douglas	- Treasurer	-	Vancouver
Ex-Mayor City of Vancouver			
John J. Loughran	- Secretary	-	Seattle
Mining Expert			
Evans B. Deane, Capitalist	-	-	Vancouver
George Armour Fair, Financier	-	-	Seattle

Advisory Board

John McNaught, Reeve of North Vancouver	Vancouver
Donald Cameron, Consulting Engineer	Vancouver

Lambert Bend, Barrister and Solicitor	-	Vancouver
W. A. Bauer, Civil Engineer	-	Vancouver
Frank Burnett, Capitalist	-	Vancouver
N. Thompson, Drydock Expert	-	Vancouver
Robt. Kelly, Wholesale Merchant	-	Vancouver
Of Kelly, Douglas & Co., Ltd.		
D. G. MacDonnell, Barrister	-	Vancouver
E. W. MacLean, Capitalist	-	Vancouver
L. D. Taylor, Mayor of Vancouver	-	Vancouver
G. A. Barrett, Real Estate	-	Vancouver

DREAMLAND



Could I command a Master's brush,
Or e'en a Poet's gift to sing,
The flood of genius ne'er could flow
To theme more fit than Rosslyn.
Fair Rosslyn, thou sister twin
Of storied Eden, lost to Earth,
Sweet garden midst a thousand isles,
Blessed the land that gave thee birth.

ROSSLYN

BY G. A. BARRETT

Could I but paint thy wild flowered glades,
Thy mossy banks where fairy dwells,
Thy pebbled shores, thy golden sands,
Thy snowy peaks and wooded dells.
But, no! my brush would fail in part
To paint thee, Rosslyn, as thou art.

Could I but sing in passion'd verse,
And clothe in words thy match-
less grace,
To bring thee from thy hidden wilds,
Exalted to thy rightful place,
The Poet, too, would fail in part,
To sing thee, Rosslyn, as thou art.

THAT HATEFUL MONSTER, PREJUDICE

Have You Ever Met Him

DID you ever, when you were alone and everything was quiet, sit down and take mental stock of yourself, just as a merchant would take stock of the goods on his shelves?

Try it and see if, out of the dark corners of your mind, you do not drag to light faults and failings you were but dimly aware of, if you ever suspected that you had them at all.

Self-examinations like this are good for the soul.

As a result of them, many a man has been astonished to learn that the things which were holding him down and keeping him back were not outward conditions and circumstances, but things that were right in his own nature.

Among the failings to which man is subject, there is none that is so likely to stand in the way of his progress—mentally, morally, commercially and financially—as this thing that is called prejudice.

By the eternal! there is a hateful thing—prejudice!

You might as well try to talk reason to a gibbering ape or a lop-eared mule as to a man whose mind is prejudiced.

Such a man, in fact, has brought himself right down to the level of the brute he has, in so far as he is prejudiced, ceased to be a human being.

If you think that this language is too strong, consider just what prejudice is.

Prejudice comes from the Latin *prae*, which means before, and *judicium*, which means judgment. Thus prejudice is essentially an opinion formed before judgment. As the dictionaries say, it is an "opinion formed without due examination of the facts," or a "mental decision based on other grounds than reason or justice."

About the only difference between man and the brute is that man has the power to reason—

that is, to inquire into the nature of things, put them in their proper class, and then form opinions based on this act of judgment.

If, then, he refuses to inquire into a thing with an open mind—to exercise the faculty which makes him different from the brute—why should we not say that he puts himself on a level with the brute?

He does, and you know it. A prejudiced man condemns you in advance—judges you without a hearing. To reason and justice, his ears are closed.

Now, the one good thing about prejudice is that it chiefly harms the man who holds it, and we will tell you exactly why.

All progress is change. Ever the new is driving out the old. From bad to good, from good to better, from better to best—that is the law.

Well, at the basis of prejudice you will always find a fixed belief—a belief that is so deeply rooted that it can't be supplanted by anything new.

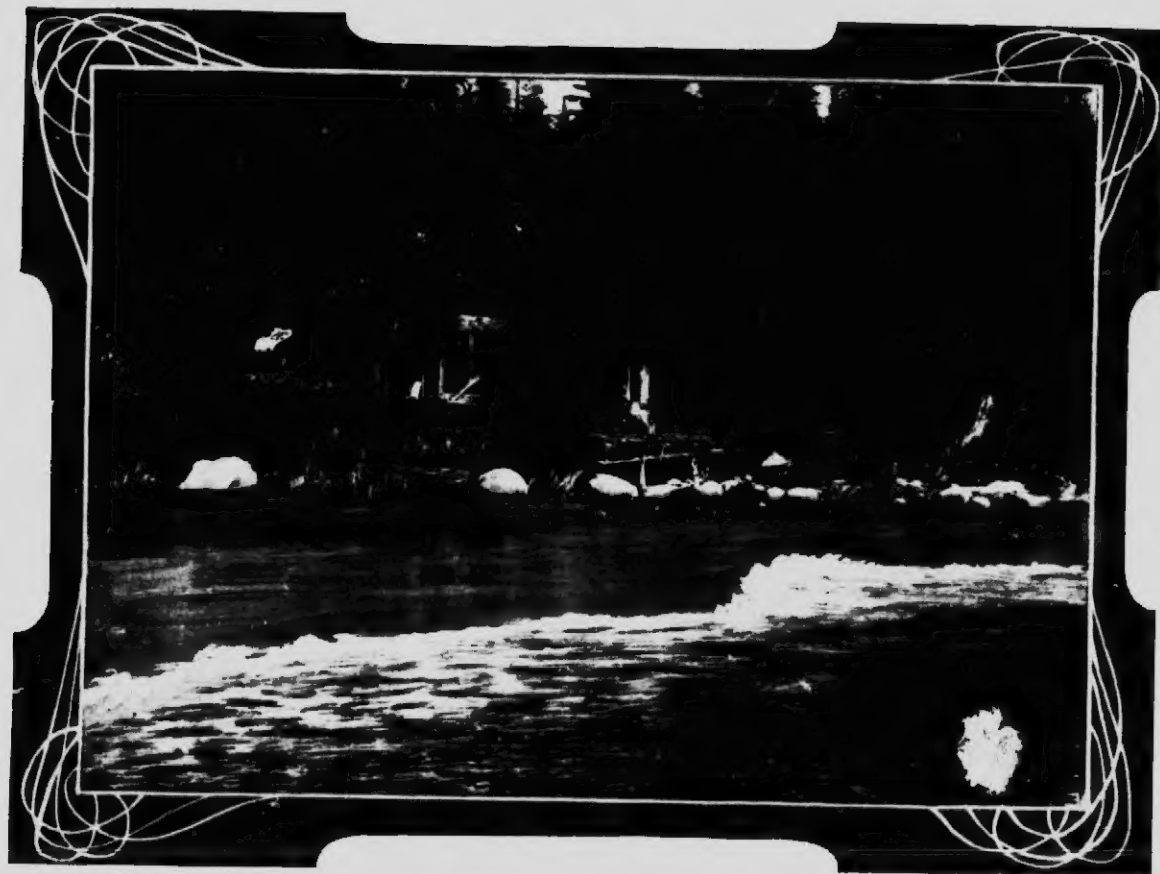
In other words, a prejudiced mind is not open to the possibilities of the new, and as all progress is change, it follows that a prejudiced man cannot progress.

It is because he reasons that man progresses. Animals stand still because they do not reason.

Thus it is that a man who refuses to exercise his God-given faculty of reason is always his own worst enemy.

Many a man, just from lack of taking the simple precaution of looking well into the facts before deciding, has lost opportunities such as now make him sick at heart to think of.





AN IDEAL SPOT FOR A PLUNGE, ROSSLYN

THE 20th CENTURY SLEEPING CAR

SOME five years ago a certain Mr. Rowe had occasion to travel from Seattle to New York, and being a comfort-loving man, took the best means possible to provide himself with the comforts of life. After two nights in one of the present day Pullman cars, he decided on his return to Seattle to spend a few hundred dollars evolving something to sleep in that would either revolutionize the present sleeping car both for safety and comfort, or bury his effort and place the expense to experience account.

Mr. Rowe was a man who, under other conditions would be called an Empire builder, he never commenced anything until he was ready; but once commenced nothing in heaven or earth could stop his progress. He had not gone far, however, with this proposition, until he found out antagonizing a powerful corporation like the Pullman Car Company, worth hundreds of millions of dollars, was the real thing, and from the moment he began stirring things up at the patent offices at Washington, it was like the small boy poking the switch into the wasp nest; he got more than he bargained

for. But nothing daunted he kept to the object in view, and the deeper his opponents went into their pockets to prevent progress, the deeper he "dug down" to get the wherewith to countermine their intentions. From a few hundreds which he first intended to spend it quickly mounted to the thousands, until our poor friend had exhausted his ammunition, and only for the timely appearance of John J. Loughran on the scene the last shot would have been fired into the enemy's camp, the smoke of battle would have died away and the traveling public would, in all likelihood, have gone on in the same old way, full of "dust, danger and discomfort."

With the advent of Mr. Loughran, however, the guns were once more loaded and a broad side poured into the very heart of the matter. Better and wiser lawyers were put to work at Washington, and after years of work and waiting, the two patient men were rewarded by some recognition at headquarters, until out of 140 claims for patents, the Government granted 128, and before long, every claim will receive the patent stamp, not only

at Washington but in every country of any importance in the world.

When our friend Rowe first looked into the matter, he expected to find the most trouble in the process of invention, but being a natural-born genius in his way, things came easier in this respect than he calculated. He found the present sleeping car was twenty years behind the

times. He started at the end of the car, making a complete examination of every part, and by the time he reached the rear of the present day Pullman car, he had noted one hundred and forty defects.



kept fully abreast of the times), they were a trio eminently fitted to carry to success the great undertaking.

Little by little the work progressed and one by one the ideas became perfected inventions until after years of the most patient

With the assistance of John J. Loughran and Frederick Leigh, two of the wisest and most able men in England or the United States, in their line of work (who, in this age of steel improvement

BATHING
BEACH,
ROSELYN

work; after nearly a hundred thousand dollars had melted away; after hundreds of models had been built and abandoned as experience taught,

and brought to light better, more simple, safer and stronger ideas, they have at last succeeded in so revolutionizing the traveling sleeper, that, compared to our "Twentieth Century Model," the most modern "Pullman" is like a box car.

On page 24 we reproduce drawings of our Twentieth Century model car, showing to some extent a number of the patents granted by the U. S. A. and Canadian Governments.

A JOKE

A FEW days ago a well known gentleman called into our office for the purpose of discussing the real estate market, and if possible, to get what he termed a good investment. We gave him to understand that nothing we could offer could possibly give the amount of profit, as a block of stock purchased in The Imperial Car, Shipbuilding and Drydock Corporation. "My dear fellow," he said, "I don't want any confounded stock, there's no money in it. Sell me a lot, that I can make something out of." "Mr. C.," we remarked, "are you a little off to-day, or is this one of your jokes?" "No, I am not off, neither am I joking. You've got to show me where a man can make more money or as much in buying any kind of stock, than he can by purchasing a lot and watching it grow."

"We will do so, sir, on the condition that, should we succeed in convincing you, you will purchase a block of our stock."

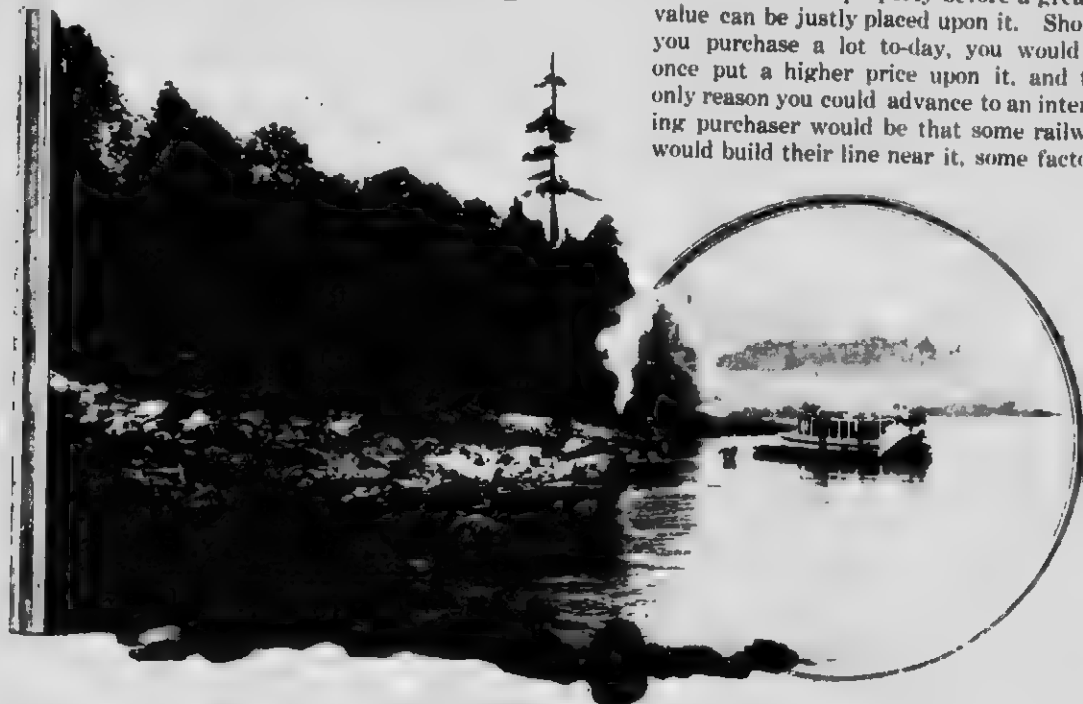
"Agreed, but I warn you, I am the hardest man to convince, this side of the Rockies."

"We", to begin, you will agree with us that the life-blood of any nation is the industrial enterprise of the people, and the nation with the strongest, most healthful pulse, is the one whose treasury is most often filled with gold, as the equivalent for exported manufactures. It is all very well to hold out glittering inducements to the world at large, to leave their homes to come and dwell within our borders; but when they do come and spend their little all, they must find the wherewith to clothe, feed and eventually enrich themselves, otherwise they will leave again, and do all

they can to prevent others from taking the false step they did.

"This would be a rapid road to national ruin, and no one would feel the effect more quickly than the man who just bought a lot and sat down to watch

it grow. A lot will never grow in value, just because you or anyone else purchased it. There must be a cause before an effect, in other words, you or someone for you, must do something to increase the value of the property before a greater value can be justly placed upon it. Should you purchase a lot to-day, you would at once put a higher price upon it, and the only reason you could advance to an intending purchaser would be that some railway would build their line near it, some factory



ROSSLYN'S LAKES AND FIELDS

was going to be erected close to it, the owner of the adjoining lot was going to build a block or a dwelling house on it, in fact, someone was going to do something in the industrial way, and your lot would be benefited so many hundreds of dollars, and therefore you are justified in demanding the increased price. This, to say the least, is a *dishonorable and cowardly method of trying to make money, and the man who is doing it, is doing all that one man can do to ruin the country he lives in.*

"To prove this, imagine for a moment all men engaged just this way, and you can readily believe that, in six months' time, a country so cursed would be so dead, that Gabriel's horn might blow till the crack of doom and never stir the moss, grown deep o'er the legislative halls of its capital. What is true of a country, is doubly true of a city. *The life-blood of a city is its industries,* these must be fostered at any cost, and the city which neglects this most vital part of its being, will be of mushroom growth and consequently mushroom decay.

"This point conceded, it remains now to point out the certainty of our proposition, which the most skeptical will allow that it is certainly not to be compared with the waiting-to-watch-it-grow

method. The advantages on our side can hardly be estimated.

"We have purchased not one, but 5000 lots with nearly two miles of waterfront, in the most beautiful part of this most magnificent Province, and so far from sitting by and waiting, like 'Macawber,' for something to turn up, we are getting out with all the muscle, brain and will power of a great company whose motto is: 'Union is Strength,' and armed with plenty of capital and assistance, from both Government and Municipality, we are entering upon that land fully prepared to convert it from an unbroken forest, to a city of busy streets and wharves; streets that in a short time will echo with the hum of moving commerce, and wharves and waterfront lined with factories, reducing the crude products of field, forest and mine, into the finished manufactured article, and loaded into the ocean Leviathans to be shipped all over the world, returning to us the equivalent in millions of gold and luxuries we do not wish to, or are too busy to manufacture for ourselves. This is no idle dream, but sober, solid sense and its fulfillment will be much more simple than at first sight would appear.

"The city of Vancouver has awakened at last to the fact that its future depends largely upon the stand it now takes in regard to the 'fostering

of industries,' but on looking around for a place to build its factories when they do come, she suddenly realizes the fact that she has given away all her foreshore and to a certain extent therefore, has no real inducement to offer.

"This we saw years ago would be the case, and determined that when Vancouver did wake up, we would be in a position to assist, not only this city, but incidentally to make a fortune for our Company.

"Our plan is as follows: For our own car, shipbuilding and drydock plant, we require about 1400 feet of waterfront. We shall still have some 6000 feet surrounding our townsite; this we shall divide into portions varying in width, as the different plants or manufacturies may require. About 700 feet back from the foreshore, there will run a line of railway, connecting with all the principal transcontinental railways of North and South America.

"Our Company has determined not to sell one foot of this waterfront for at least ten years, and, therefore, during this ten years we intend to give the foreshore absolutely free to any manufacturing firm or company of legitimate reputation, who are willing to consent to the few conditions which the Company may impose.

"For every two feet of frontage they obtain, they shall employ one skilled mechanic with a family, thus 6000 feet of frontage will bring 3000 skilled workmen, and counting an average of four persons to a family, and counting that our car works will employ 1000 workmen, this will mean 4000 workmen or 16,000 people. Add to this the attendant butchers, bakers and candlestick makers that must of necessity accompany such enterprises, and we may easily reckon on a city of 20,000 population.

"Now Mr. C., do you realize what the Company's 5000 lots will be worth about this time? Some of these lots will be selling at \$50,000.00 and not any of them will sell for less than \$2500.00.

"At the end of five years the Company will place a value on its foreshore, and each manufacturer will be allowed to purchase the ground he occupies at that price and will be given the term of five years in which to pay for it without interest.

"This will encourage the manufacturer and at the same time the Company's interests will have been amply safeguarded.

"Land at Hastings Townsite to-day is held at \$750.00 per front foot. In five years it will be \$2000.00 per foot, and \$1500.00 will be a low price

for frontage at Roche Point, the centre of the Company's property.

"Eight thousand feet at \$1500.00 per foot would mean \$12,000,000.00.

"The Company's land will be sold in this way: From time to time public sales will be held and certain lots will be sold. For instance, every alternate lot in each alternate block will be sold at an upset price fixed by the Company. The greater part of the property sold will be under building conditions. As these conditions are fulfilled, the adjoining lots will be sold at the advanced price made possible by the improvements made upon those lots previously sold.

"Thus the Company will derive the full benefit of every improvement carried out by either private or public enterprise.

"No charter, privilege, franchise or monopoly will be given or sold away by the Company."

"The Company's slogan will be these two words: '*increased dividends*,' and what would be valuable to 'trusts' or 'combinations' will be of equal value to the Company, who will be perfectly capable of taking care of such '*savory morsels*,' which have been known to do the most wonderful feat in the way of '*increasing dividends*.'"

"Whenever the city of Vancouver has an applicant for locating factory propositions, all they have to do is to turn them over to our Company and we will satisfy them a little better than any-one else could possibly do.

"In other words, we first create a demand, and then supply that want."

After going carefully over this land question with Mr. C., we read our other articles in this little work in the order in which they are here printed. He listened with great attention to each in its turn and without further question purchased much more stock than we had thought it at all likely he would take.

We ask you to read carefully each article in this little work. They are naturally boiled down to much less space than we would like to take up but there is plenty to attract the thoughtful man or woman and a call at our office or a letter will always receive our prompt attention, and we are positive of one thing, this booklet will well repay your closest and most earnest attention.

Investigate us thoroughly, satisfy yourself that we are on the right track, then come in with us, help to build the Company, and the Company will build your fortune.



GATHERING SHELLS FROM THE SEASHORE, ROSSLYN

GET 422 PER CENT PULLMAN PROFITS

Shareholders Have Richest
Melon Grown in General
Corporate Field.

ALL DONE IN 12 YEARS.

Proposed New Gift of \$20,000,-
000 in Stock Preceded by
Many Others.

Stockholders of the Pullman company will hold a special meeting on March 21 to vote to themselves a free stock issue of \$20,000,000. There is no doubt about the result of the meeting, for Pullman stock has been selling around \$200 a share, and the gift which the stockholders will be invited to serve to themselves by the board of directors will have a market value of around \$40,000,000.

The \$20,000,000 gift stock with a market value of \$40,000,000 is something in the nature of an incident in the general volume of distributions of cash dividends and stock values to Pullman shareholders, for in twelve years they will have received \$137,880,000. Public records do not furnish the history of another corporation serving with the Pullman company that can compare with the Pullman company in percentage of profits to shareholders. It is the richest of corporate melon patches.

This corporation was organized on Feb. 22, 1827, to build and operate sleeping cars. The earliest records conveniently available run back to 1874, when the company was paying its stockholders dividends at the rate of 8 per cent and earning usually twice that amount. In 1875 the company paid 8 per cent and earned 17 on its then capital stock of \$5,250,210.

First Stock Is Paid For.

The company began business with a capital of \$1,000,000. So far as it is known, the additional-capital stock was paid for at par until the amount the stockholders began to shake. Then the stockholders reached \$35,000,000. The plums then and other in the dollars extracted from those who ride in sleeping cars. It was in 1908 this riot of distributions of free stock began, and with the present issue to be voted the total will be \$40,000,000, per value. On this the company expects to continue paying 8 per cent, which will mean a distribution annually of \$3,200,000 to stockholders on stock which cost them nothing.

To get at the matter chronologically, it is proper to begin October, 1898, when the total outstanding capital was \$25,000,000. This all had been paid for. Since that time not a dollar of fresh capital has been added and after March 21, 1910, the stock issue will be \$20,000,000. In this, however, is the \$20,000,000 which in 1898 was issued to stockholders of the Wagner company, the latter property being absorbed. This \$20,000,000 is not included in the \$40,000,000 gift stock.

First Gift Was \$18,000,000.

In October 1898 there was issued to the shareholders \$18,000,000 free stock, this brought the outstanding capital up to \$43,000,000 and was a 50 per cent increase. And it was not all the stockholders received at that time for there was distributed to them a cash dividend of 20 per cent, amounting to \$7,200,000. This was money, not stock.

The company worried along without doing anything special for its shareholders beyond paying them 8 per cent, with the exception of one year, during which the dividends were reduced to 6 per cent.

In December, 1899, the Wagner company with its competing sleeping cars, was taken over and \$20,000,000 issued for the same. Meantime, the 8 per cent dividends continued as usual.

In November, 1906, the company's surplus again had reached a height which it was thought prudent to lower, and \$25,000,000 of stock was given away, making the total capital outstanding \$100,000,000.

Staves Off Public Attack.

The part of prudence in such a reduction of the surplus lay in the fact that the profit looked less on \$100,000,000 than on \$15,000,000, and, besides, there would be less occasion for asking the public to pay the porters on the Pullman cars and still less suggestion to the interstate commerce commission to take a look over the tariffs to see whether some reduction might not be effected without unduly impairing the returns to stockholders of the company.

So the \$74,000,000 of stock containing 218,000 shares of gift shares became \$100,000,000 of stock containing \$44,000,000 of gift stock. The 8 per cent dividends continued just the same, and, as usual, the porters were instructed not to raise the upper berth, although occupied. However, it was—and still is possible to have the unoccupied berth raised by paying for the entire section. Also one person may ride in a compartment by purchasing the entire space.

Although less than four years has elapsed since the stockholders had \$25,000,000 of 8 per cent stock handed to them, they now are to get another \$20,000,000 of 8 per cent stock in a similar way, bringing the total capitalization up to \$120,000,000, of which \$44,000,000 will be gift 8 per cent stock.

Growth of Original Capital.

Getting back to the \$25,000,000 paid in capital stock of 1898, its growth covering its proportion of new stock issued may be traced as follows:

In 1898 this \$25,000,000 received \$19,000,000 stock and \$7,200,000 cash. In November, 1898, its proportion of the \$25,000,000 of stock issued was \$18,972,972. This was free. Its stock to be voted on March 21 will be \$18,000,000. This makes a total of gift stock alone in twelve years of \$25,972,972, or 147 per cent. That is, the stockholders who put up the money since 1898 not only have received back in 8 per cent stock the \$25,000,000 invested but 47 per cent more, or \$12,972,972. And this is not all. Dividends must be included in the total returns in the twelve years. During that time they have been paid, with the exception of one year, 8 per cent annually on the \$38,900,000 or a total of dividends of 64 per cent, or \$25,040,000. On the gift stock of \$18,000,000, which they received in 1898 they have already received 94 per cent or \$16,920,000.

On their proportion of the \$25,000,000 is sued in 1898 they will have received four years dividends, or 32 per cent being equal to \$8,051,251.

Total of Cash Dividends.

In 1898 they received an extra cash dividend of \$7,200,000. The owners, therefore, of the \$25,000,000 of Pullman stock will have received at the end of this year in cash dividends alone, regular and extras, \$45,051,251.

Still there is more to follow. While Pullman stock has been selling around \$200 a share in the market based on the knowledge of the coming stock issue, this price represents the rights of a stock market phrase, which one would acquire by buying the stock at \$200 a share. That is, the outside purchaser of 100 shares of Pullman stock at \$200 a share would pay \$20,000.

He would acquire the right to receive the twenty shares which the company is to distribute as a stock dividend. He would in all, therefore, acquire 120 shares at a total cost of \$20,000 making the average cost per share \$165. This is the figure at which Pullman stock will sell, and it is a quotation to be used in figuring the present market value of the shares, which the owners of the \$25,000,000 of capital stock have received in twelve years.

Total of 422 Per Cent

These gift shares, as indicated, total in per value \$32,972,972. They have a market value of \$185 or \$587,993,014. Therefore, the market value of free stock, the extra cash dividend of \$7,200,000 and the regular dividends of \$58,321,351 these original owners of \$25,000,000 capital have received, or will receive in ten years, represent a return of \$151,993,365, or 422 per cent.

That is all—to date counting in the proportion of gift stock which has been or will be distributed, the \$25,000,000 of stock paid to shareholders of the Wagner company, the total of gift stock received, or will reach, \$64,000,000 out of \$151,993,000, on which 8 per cent will be paid, making, as before noted, \$5,120,000 annually, with not a reduction in sleeping car rates.

Operations in Tabular Form.

These facts as to the original \$25,000,000 can be summarized in the following table:

To the \$25,000,000 old stock:
October, 1898, gift stock..... \$19,000,000
November 1898, gift stock (proportion \$25,000,000)..... 18,972,972
March, 1904, gift stock (proportion \$25,000,000)..... 18,000,000
Total to \$25,000,000 in 13 years..... \$55,972,972

Per cent..... 147
The market value of the foregoing gift stock and the cash dividends, regular and extra, received on it, and the \$25,000,000 in the last twelve years, work out as follows:

Gift stock, \$55,972,972, at 165..... \$9,235,014
Extra cash dividend..... 1,200,000
12 years div. (8%) on \$25,000,000..... 3,000,000
12 years div. (94%) on \$18,000,000..... 3,240,000
6 years' div. (28%) on \$18,972,972..... 5,671,521
Total values received in 13 years..... \$31,686,535
Being equal to 422 per cent.

To make the last \$18,000,000 distribution, the company had on July 31, 1908, a surplus of \$9,853,915, and a reserve for depreciation of \$8,804,848, making a total of \$18,658,763. Earnings in the meantime and other accounts which can be drawn on easily will bring the sum up to \$20,000,000, depicting once more the surplus fund, making the company look poor and frustrating any national legislation which may be enacted to prevent melon cutting in the next few years.

years dividends, or 32 per cent being equal
to \$6,051,351

erly being absorbed
included in the \$64,000,000 gift stock.

The Above is a Photographic Reproduction from the Chicago Tribune



A QUIET SMOKE AT BOULDER ISLAND, ROSSLYN

SHIPBUILDING AND DRYDOCK

THE drydock will be a service of great gain to the Company. We shall not go deeply into the subject of drydocks in general, but take it for granted the reader knows enough about the subject to understand how important it is that a seaport of the geographical position of Vancouver should have a drydock built capable of accommodating the largest ships afloat.

So important and necessary is this deemed by the Government of the Dominion, that they have passed an act of Parliament to grant \$4,000,000.00 towards the building of such a drydock, or in other words, the Government will guarantee the interest on bonds to that amount, thus making it perfectly safe for any bank or financial house advancing the necessary capital to build the dock.

Can you imagine what effect such a plant will have on the value of property belonging to the Company?

Just a few remarks showing how the Company will make its money from the drydock.

We reproduce on page 32 a copy of part of the plans of our proposed drydock.

Every intelligent man and woman on the Continent of North America, at least on more than half of it (the Dominion of Canada), is fully alive to the urgent necessity for drydocks both on our Atlantic and Pacific Coasts.

To show how much we need them and how profitable they are and how sure their future is, we have the fact before us that the brainiest and wealthiest men of Canada are joining hands in the East and are ready to invest their millions in the proposition. No more need for us to waste words trying to convince you that the proposition is the best in the world. These men have money enough to embark in any proposition, and they have chosen to put millions into drydocks. They have chosen the Atlantic seaboard, why? Because they know the East and do not know the West.

Extract from the Vancouver Morning News-Advertiser, Wednesday, April 6th, 1910.

SHIPBUILDING FOR CANADA

Gigantic Company Being Incorporated to Build Drydocks and Plants in East

From Our Own Correspondent.

Ottawa, April 5.—Sir Robert Perks, who arrived in Ottawa to-day, after a long interview with Hon. Mr. Pugsley, announced that a company was being incorporated by the State Department to build drydocks and erect shipbuilding plants in Canada. The company will be composed of representatives of Har-

land and Wolff, the C. P. R. Steamship Company, Allan Steamship Company, McArthur, Perks & Company and several Canadian capitalists. They will build drydocks capable of handling the longest naval vessels or ocean-going steamers at St. John and Point Levis, Que.

At St. John there will also be a steel shipbuilding plant. The company will begin operations as soon as the Government Bill providing for increased subsidies for drydocks has passed Parliament. The project marks the beginning of the creation of a great steel shipbuilding industry in Canada, and the vessels for the new Canadian Navy will be built at the St. John plant.

They have chosen the portion of the Dominion that is literally frozen up five months in the year, in which to operate. We have chosen the only portion of Canada mild enough to allow men to work in comfort all the year round. Just now we are told that we cannot compete with the East, because wages are so much higher in the West.

This has been true, and to some extent is still true, but things are becoming more equalized every year and ere long the advantage will be on the side of the West, which can be proved in few words.

While wages in the West are not (thank goodness) getting any lower, in the East they are

(thank goodness again) getting much higher than ten years ago and we believe they will continue to rise, until needed in the building of a modern vessel, either in Quebec or St. John, will have to be shipped to them,



ALL HANDS AND THE COOK, ROSSLYN

a man will be able, after a while, to live on them.
Again, in a very short time, every pound of material

class of work, and even more needed than in the East.
Let us speak to you now on the patriotic side of the

while on the other hand, British Columbia's soil has hardly been scratched, and when it is (and this will be very soon), it will disclose beneath its surface everything the genius of man could desire or invent, to put into the most modern dreadnaught.

Coupled with these two facts, we have a climate where the artisan may work in comfort 365 days in the year. We have shown you fully that there is money in this business or millionaires would not go into it. We have, we believe, proved to you, an observant reader, that conditions are more favorable here for this

question combined with the benefit the Province in general and Vancouver in particular would derive from the establishment of a \$4 000,000.00 drydock. British Columbia has been in the background long enough and we have now a golden opportunity of not only bringing her to the front, but of bringing into the Province millions of dollars annually for work done to thousands of vessels that never would land in our harbor, but for the fact of a dock capable of handling the largest ships on the bosom of mother ocean. Mostly, in the patriotic way, we are asked to do something from which we cannot expect any return except glory. In the proposition of the drydock we have a glory that will never dim while the Rocky Mountains divide us from the Prairies, and what is of much greater importance to most of us is, that our money so invested, will bring us a greater, surer profit, than we could possibly derive in any other way.

In another place in this Prospectus will be found an account of the Ottawa Government's intention to guarantee the interest on the bonds of the Company building a first-class drydock to the extent of \$4,000,000.00 for 35 years at 3½ per cent. The Municipal Council have already passed a by-law guaranteeing interest at 5 per cent. on \$200,000.00, and we have had strong encouragement from a number of other influential people that lead us to believe that when our proposition is properly laid before their municipalities, we shall meet with the same glad hand as was extended to us by the North Vancouver Municipality.

Let us just add that as you read this article, we believe, though very imperfect, it will carry the conviction to your mind that what we say is right, and that as you are, we trust, a man or woman of average discernment, you will respond in the spirit, and will assist in building the greatest and most profitable business that has ever entered this Province.



"PULLMAN"

SOME forty-three years ago a carpenter, George M. Pullman, was called to a distant city on pressing business. This was in the days when, in order to sleep while on the road, one had either to clasp himself up like a foot-rule on the seat or rent a mattress, carry it into the car, place it in the only position suitable to the cramped space allotted to each passenger, and endeavor in that way to pass a few hours in troubled sleep.

Mr. Pullman, with hands hard and horny from constant use of hammer and saw, had a mind stored with latent force, ability and inventive genius, that required but a spark of inspiration to burst into human brilliancy sufficient to *illuminate not only his own life, but also in a lesser degree, the lives of hundreds of his fellows who came in contact with the magnetic influence of his great nature.* Mr. Pullman, before he had concluded that journey, had also concluded that something should be done to remedy this torture of travel. Interesting as we know it would be, as well as instructive to the struggling man or woman on

the lower rung of the ladder of life, space will not allow us to follow stage by stage, bit by bit, the progress of George M. Pullman, until he and his Company reached an exalted position in the world.

After he had made his invention a registered fact, he looked around with a view to the erection of works large enough to build cars sufficient to supply what he believed would be the greatest success in any branch of railroading. One and all of his friends advised him not to dream of things on a large scale until he felt sure that the roads would haul his cars: but to each he made the same answer: "Don't worry, my friend, I will make them haul my cars, and I will make them come and beg of me to let them do it."

Sixteen miles from Chicago were a thousand acres of swamp lands, that no one could or would live on. Mr. Pullman got his far-seeing eye on this waste land, and determined to put his works there and build a city. Again his friends protested: "Why! there is not a railway within ten miles of the place, and how are you going to get your cars to market?" "Never mind!" said

philosopher Pullman, "I'll build the car and the railway companies will do the rest." "But you cannot make them do what they do not wish to do," the friends replied. Pullman rejoined: "I do not intend to do so; but I'll tell you this: I have never yet seen a railroad company that wanted anything very much, but they always found a way of getting it; and I'm going to build my car, the 'Pioneer,' in such a way that every one of them will want it, and want it to such an extent that they will build a line right up to my factory, and beg of me to let them have it away."

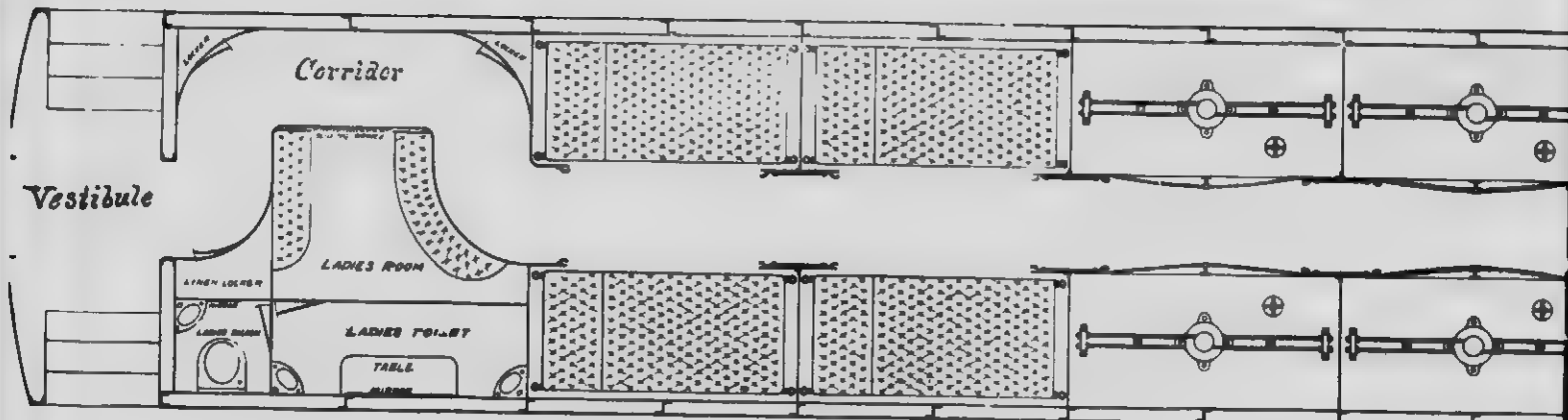
This was seemingly a wild statement, but history has proven Mr. Pullman's foresightedness. The companies did build lines not only to the factory, but right through the property, and the place has grown from a worthless swamp to a beautiful city of 25,000 people. The Pullman Company has grown in the same time from a poor carpenter to a Company worth hundreds of millions of dollars. The Company, during the last fiscal year, had in actual service 3904 cars. The cost per car each year, exclusive of repairs and maintenance, was \$1906.00. Maintenance and repairs cost \$2425.00 per car; allowing the sum of over \$4000.00 each for repairs; they paid a dividend of over \$20,000,000.00. These are sworn statements made

before the Interstate Commerce Commission of the United States by the officers of the Company, and they cannot be refuted.

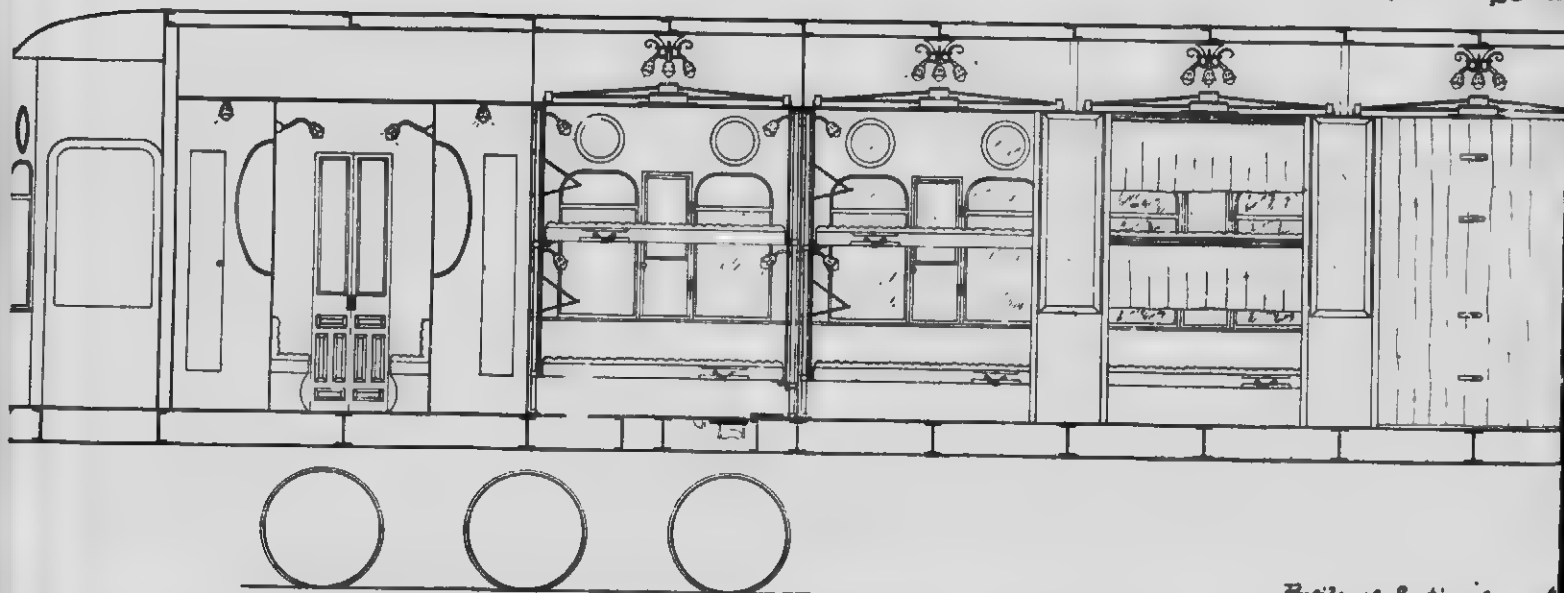
"Truth is stranger than fiction."

Whilst yet a penniless young man in the employ of the Pennsylvania Railroad Company, Andrew Carnegie was shown a model of the proposed Pullman sleeping car. After looking at it, he said: "The railroads will need that." He was told that if he could raise \$500 he could get a block of the Pullman Company's stock. He borrowed the money, bought the stock, and thus laid the foundation of his gigantic fortune.

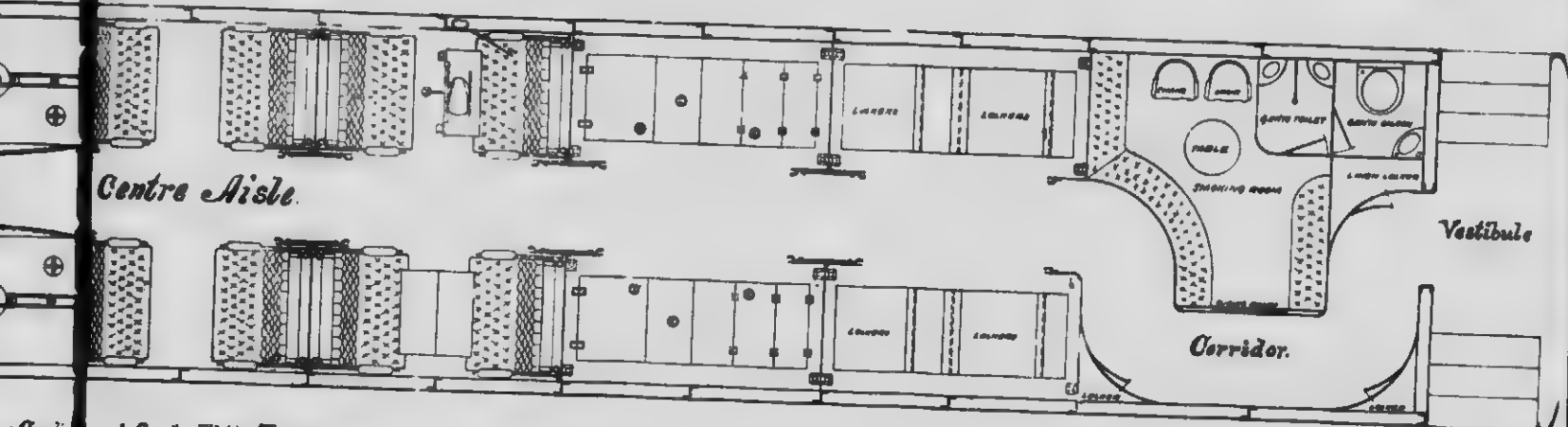
Pullman got his swamp lands at a small price; but, owing to the enormous amount of money and labor expended in order to make them habitable, they were quite costly when put on the market. The streets, however, were finally graded and rocked; the land was surveyed, cleared and levelled; sewers were put down, also water-mains; the water was brought over twenty miles; gas-plants were built and gas-pipes were laid all over the townsite; and then the lots were put on the market. They sold readily; and, after all expenses, including commissions, collections and legal fees had been paid, enough money was taken in to pay for the erection of all the works and for



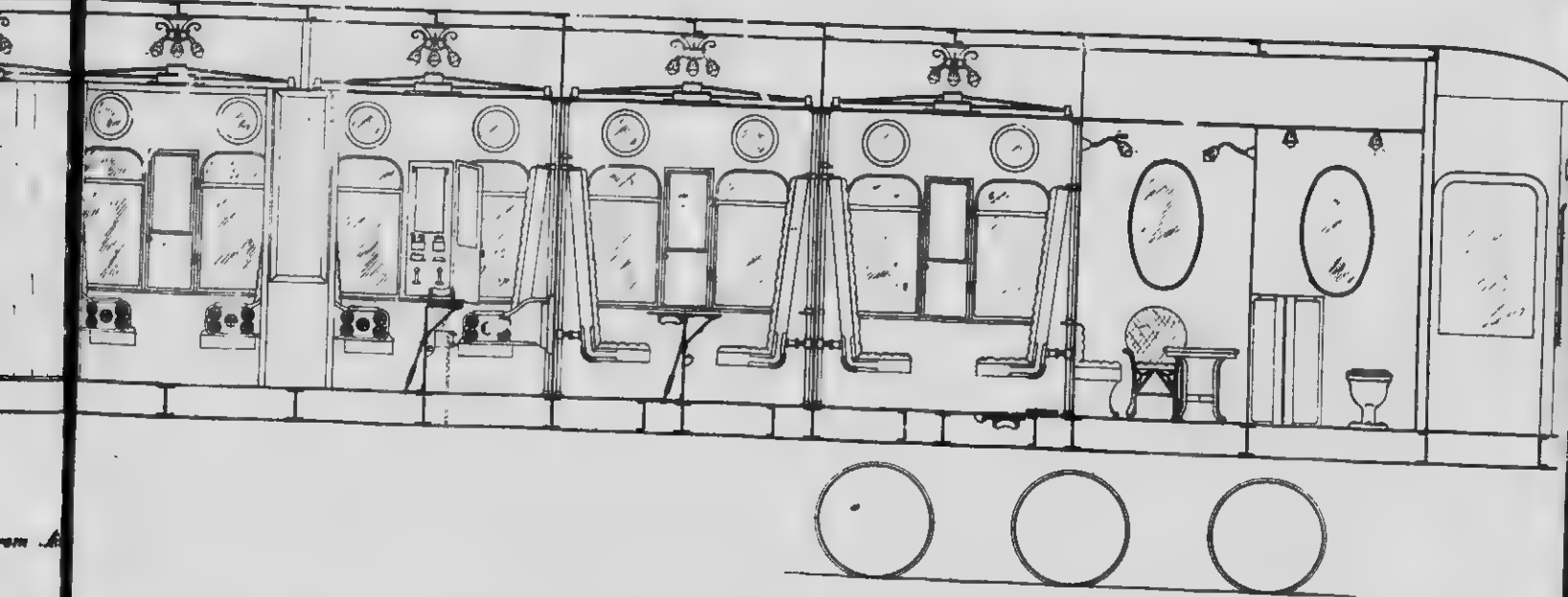
Floor Plan 8h, a Cabin and



Profile of Sections from A



g. Corridor and Seat, Folding Table, etc.



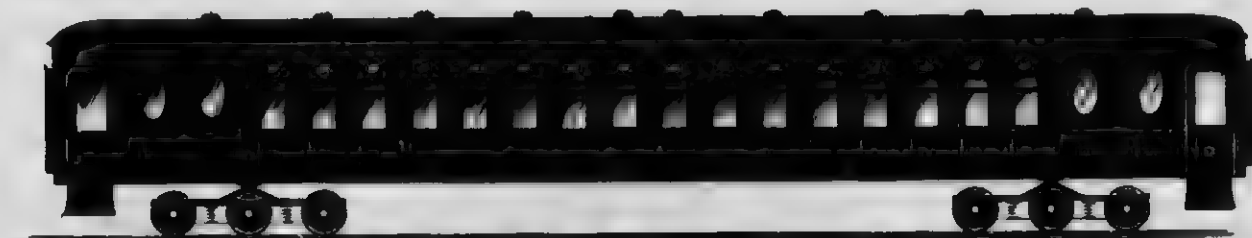
the material, and for the building of 2800 Pullman sleeping cars at an average cost of \$19,500 per car. Every dollar paid in by the shareholders was returned to them in three years; their stock had increased 100 per cent.



in value, and was drawing 10 per cent. dividends twice every year.

We want every citizen of Vancouver to ponder over these facts and ask what an industry like this will mean for our city.

And it is coming!



We are reproducing a number of newspaper and magazine clippings which require no comment from us, as they leave no uncertain sound as to their true meaning and significance.

Extract from Chicago Tribune

UNUSUAL CONGESTION OF TRAFFIC PROMISED

CHICAGO, Tuesday March 29, 1910—James J. Hill believes the railroads will experience next autumn and winter the greatest traffic congestion in their history and he sees no way to prevent it. He passed through Chicago yesterday on his way from St. Paul to New York.

"The tonnage offered the railroads for transportation is constantly on the increase," he said, "and there is little doubt that the railroads will be called upon this year to furnish more transportation units than they have ever before been asked to. From all indications it seems certain that by next fall, or early winter, the railroads will be totally unable to supply anything like the amount of transportation facilities which will be demanded by the country."

"I don't think the railroads are to blame for this situation, for it is next to impossible for them to raise the money needed to provide the additional facilities. The railroads of the country really ought to have about \$1,800,000,000 annually in the next few years in order to catch up with the growing demands made upon them, but it is a well known fact that they cannot get this money under present conditions."

"Until railroad credits shall have been restored and until the American public shall have regained its confidence in railroad securities, the public will have to continue to suffer for lack of railroad facilities."

Extract from Chicago Tribune, April, 1910

100 PULLMAN LOTS SOLD FOR \$259,835

Nearly Last of the Company's
Properties in that Sec-
tion Disposed of

NEW WABASH AVE. BLDG.
Premises at 498-503, When Erected, will be Used as Big
Taxicab Barns

Deeds filed for record yesterday mark the sale of nearly the last of the residence properties owned by the Pullman company in Pullman. The sale, which was made necessary by the decision of the state Supreme court several years ago, comprises 100 parcels. According to the consideration given in the deeds the purchase price was \$259,835.

Twenty-nine of the properties are located on Watt avenue, eighteen are on Carlin avenue, fifteen are on Stephenson avenue, fourteen are on Fulton avenue, ten on Erickson avenue, nine on Morse avenue, four on One Hundred and Twelfth street, and one on Cottage Grove avenue.

While the consideration named in the respective deeds ranged from \$1,250 to \$23,000, the bulk sold around \$2,000. The \$23,000 consideration covered the property at the southeast corner of Morse avenue and One Hundred and Fourteenth street, 68x124 feet, west front, and 198x124 feet, west front, on the same street, 100 feet south of One Hundred and Fourteenth street, both improved with blocks of residences. The properties were conveyed by Paul C. Peterson, asst. cashier of the Merchants' Loan and Trust company, who held title for the Pullman company.

Extract from Seattle Star, Feb. 14, 1910

THIEF ARRESTED WITH PLUNDER

In Walter Barnes, arrested this morning by Deputy Sheriff Zimmerman, Sheriff Hodge is satisfied he has apprehended the man who has been stealing the belongings of sleeping car passengers on trains coming into Seattle. A woman passenger on the train from Spokane that reached Seattle this morning had stolen from her berth while sleeping, her purse containing money, her watch and other jewelry. Barnes was arrested at Kent with the stolen articles in his possession.

It is believed that he was stealing his passage on the train, and went through the sleeping car after the passengers had gone to sleep. He had a miscellaneous assortment of other valuables in his pockets when he was searched at the county jail.

Extract from Financial Facts

ORDERS FOR STEEL CARS

More Than 10,000, Costing \$12,000,000

Pittsburg, Saturday, March 19, 1910—Orders for 10,100 steel cars of all classes, approximating \$12,000,000 in cost, have been placed here, according to an announcement, and within ten days these orders will have been appportioned to the Pittsburg plants for execution.

One hundred and twenty thousand tons of steel will be required and enough air-brakes, wheels and other accessories to keep the mills busy for many months. The orders come from the Harriman lines, principally the Union Pacific, the Southern Railway and the Burlington Road.

Newspaper and Magazine Clippings continued

Extract from Seattle Star

EXTREMES OF OPINION

Earling of Milwaukee and Runnels of Pullman Company Express Themselves on Railroad Problem

CHICAGO, Feb. 25, 1910.—Two extremes of opinion in transportation quarters regarding the situation are expressed by A. J. Earling, President of the Milwaukee and Vice President Runnels of the Pullman company. The latter predicts years of maximum production because he believes the railroads must buy cars, to which observation the former makes the following retort: "Possibly so—if Pullman will trust the railroads."

"I do not know how the railroads will raise the money," is the Pullman officer's observation, "but they must do so. Money seems to be getting easier. Pullman directors are not pessimistic, or they would not distribute their surplus. Earnings promise to continue good so far ahead there is no need of much surplus now. Our general manager tells me we will likely need 5000 more men at Pullman this year. The sleeping car business may not keep pace with the mechanical department. In fact, it reached its maximum last year, probably for some time to come."

Extract from Harper's Weekly

Correspondence

WHY NOT BETTER SLEEPING-CAR SERVICE?

SAN FRANCISCO, CAL.
To the Editor of Harper's weekly.

March 12, 1910:
Sir: Whatever the comparative merit of American and foreign dining-car service, is it not time to require a better sleeping service than either our Pullman or tourist "sleepers" afford? So far as the great majority of travellers are concerned or affected, any improvement in this service since its very inception has been one of detail only. The system remains the same, and consists in laying us on shelves, behind thick and rather stifling curtains!

What seems called for is the extension of the stateroom service to suit the purses of all night travellers, instead of as now the wealthy few. Not so many years ago the Chicago and Great Western road boasted those delightful cars of compartments or staterooms, the entire car space being devoted to them. One entered, from an aisle at one side of the car, a stateroom with couches that ran across the car instead of in the Pullman's direction.

In these rooms one could disrobe and retire, and breathe the air that was at least relatively pure and abundant. The trouble was this enterprising road became too popular to suit the other lines, and in time sufficient pressure was applied to force these restful cars out of commission. And nobody protested very hard, because this was before the day of any very general or vigorous protest against either high prices or poor service. To-day most of the agitation is over high prices, which perhaps is justified, or at least natural.

Yet improved service usually comes

quicker than lower rates. Moreover, in this instance the proposed improvement would certainly give the public a great deal more for its money! And lest it be inferred that the stateroom arrangement is much more costly, the Great Western charged for it from nothing to fifty cents more per night than for the regular Pullman, as the saving of space on one side the car went far to make up for the lack of berths on the other. Indeed, by the insertion of a third berth near the floor (as on many steamers), these stateroom cars could probably carry quite as many passengers as the Pullman, and removing in the morning part of the partitions would make the interior enough like the Pullman to be suitable for day travel.

To introduce this reform, cannot the Interstate Commerce Commission be given power to reasonably regulate railroad service as well as rates? What a vast addition to the health and comfort of multitudes, were the stateroom system gradually introduced on all through lines! Probably a great many would welcome it quite as much as a reduction in rates. There is hardly a doubt that they would, if given a chance to contrast it with the present antiquated methods.

From New York to San Francisco in a through Pullman puts much strain and discomfort on even the hardiest tourist. The wise one, to lessen it, stops off somewhere overnight, if possible. But he would find almost as great relief in the stateroom car, as many of their patrons could testify, especially if the train stopped somewhere each day long enough for a hasty bath. And such baths, the greatest possible help and refreshment on a long railroad trip, the through trains should also be compelled, at reasonable rates, to provide.

I am, sir, JOAN CRETWORTH.



MUNICIPAL ASSISTANCE

THREE months ago the North Vancouver District Council received from the Imperial Car, Shipbuilding and Drydock Corporation a letter, setting forth certain particulars regarding the Corporation and asking the Council to look into its proposal to establish on the north shore of Burrard Inlet its carbuilding and drydock works. It invited the Council to look very closely into its assets and the probable success of its undertaking. It expressed willingness to send its engineer, with a committee from Seattle, to confer with the Council, and place before the Council whatever data the Council might regard as having a bearing on the subject.

The Council answered this letter in the same spirit in which it was sent, and in a few days the delegation from Seattle met the Council. As a result, the Reeve and

the Municipality's consulting engineer went to Seattle to look still further into the personnel and management of the Corporation. The examination eventuated in the framing of a by-law by the solicitors of the North Vancouver District Council, Messrs. Burns & Walkem, the terms of which were to exempt the Corporation from taxation on all its works, covering thirty (30) acres of ground, for a period of ten years, and to guarantee the interest on its bonds to the amount of \$200,000.00 for a period of fifteen years.

Never before, in the history of Canada, has a city or municipality (no matter how bright the proposition appeared) looked with so much favor on a corporation petition, or granted so much. The Imperial Car, Shipbuilding and Drydock Corporation has just reason to feel proud on its having thus overcome a deeply-rooted Canadian

prejudice; and it may well believe that it was not sentiment which prompted the Council, but a thorough conviction of the stability and trustworthiness of the Corporation's project.

An endorsement of such a public character as was thus given by the action of the Council of North Vancouver District, should be sufficient for the most skeptical of investors when approached by the Corporation's financial agents to purchase stock. To show that the ratepayers fully endorsed the action of the Council in submitting the by-law for their approval, January 15th, 1910, only 73 votes were cast against it; there were five to one in its favor. This stamp of public approval in so important a case has never been equalled in the Dominion of Canada.

Even before the voting took place,

twenty-five of Vancouver's most shrewd and wealthy citizens were approached on the subject of embarking in this enterprise. The names of these gentlemen cannot be made public here, but they are now on the list of our stockholders, which may be seen by anyone who so desires. Most cautious, conservative and pessimistic people were the ones approached; out of the twenty-five, only two turned the proposition down; and one of these, at the close of the interview, invited the agent to call again.

No argument, to prove the Corporation's genuineness and its right to the support of the investing public, could be advanced than such an endorsement by the Municipal Authorities, by the overwhelming majority given the by-laws at the polls, and by the purchasing of stock by circumspect, experienced, pessimistic, hard-headed business men of the city of Vancouver.



A LITTLE TALK ON STOCKS

ONE can scarcely pick up a paper to-day without being invited to purchase stocks in companies organized for almost every object under the sun. While it may not be considered fair play to criticise other companies' stock, it is proper to enlighten those who have not given the matter due thought, and enable them to arrive at a correct conclusion. Some stocks, such as Canadian or British banks, are always safe to buy. Banks conducted on the system of the British banking laws are among the safest stocks in the world. There are railway stocks which are almost always good, and need cause no fear to the most timid investor. Steamship stocks are generally free from the element of risk. Stock in thoroughly well-organized building and loan companies are fairly safe, if they are run by conservative managers. Stocks

in carefully-conducted land corporations are about the safest proposition a man can invest in, for "land will never run away;" it may sleep awhile, and sometimes even shrink; but if the company will stay with it, it is almost impossible, eventually, not to turn out right.

Industrial stocks, while it is always well to look thoroughly into the class of industry proposed, are in nine cases out of ten, with judicious management, the safest stocks on the market. Then, there are a number of classes of stock that it would in all cases be advisable to accept with a great deal of caution; yet some of them have been known to yield the most enormous returns; for which reason, many people take hold of these things without that close investigation which the alluring features should prompt.

Gold mines! the very name makes one's hands iten to have a few shares; and yet for one mine that has turned out well, ten thousand have gone the other way. Just now, on every hand, we hear stories of fabulous wealth amassed in a few months, by the simple process of boring a well. The writer of this article has several times experienced the bitter disappointment of finding the bottom of the well - and nothing else. Did I say nothing else? Alas, in each case, I found an empty purse and nothing in sight but hard daily grind for the saddened but wiser man. It is not necessary to mention the numerous other classes of stock, such as a dozen different "Wireless Companies," "Mexican Companies," "Exploring Companies," with various kinds and claims, etc., etc.

In this little book we are simply trying to give the reader the benefit of many years' experience, and show a sure, safe and very profitable way to invest his savings. We have stated that two of the safest and most

profitable classes of stock to invest in are Industrial and Land Companies' stock.

Our plan of investment is better than either, for it is both combined. It is simply a repetition of the George M. Pullman Company, whose stock to-day, is considered one of the best, if not the best, in the United States of America. We have every element of success that it had, and several vital elements which it never had. We have eliminated many defects which the Pullman Company had to contend with. We have the benefit of all its experience, and can avoid the pit-falls which it naturally fell into. We are recognised as a valuable asset by the city in which we are locating. Pullman was laughed at and ridiculed by all whom he approached on his project. We will have the latest and most up-to-date machinery for our work, which the world can produce; while Pullman's work for years was carried on chiefly by hand. We are in a country overflowing with capital, waiting for just such safe and profitable

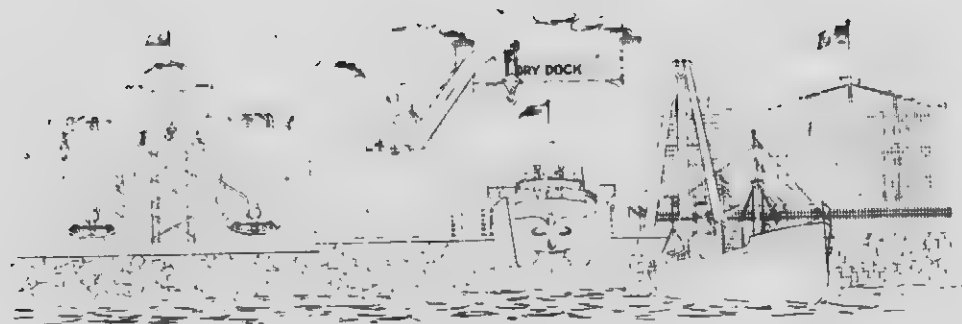
propositions as we make, while for many years he was terribly handicapped for want of ready money.

The Pullman sleeping car was an experiment, and the public are always shy of innovations. The Imperial car has not that to contend with. The Pullman car was invented for but one idea, viz., improved sleeping accommodation. Our car embraces everything that tends to make the tired traveler forget that he is outside of a first-class hotel. Our patent claims cover everything pertaining to a sleeping car. A person given the option of traveling across the continent in one of the "Imperial cars" or the most up-to-date Pullman, would not

hesitate for a moment between the two cars. The Pullman land was put on the market too soon. We intend that our stock shall build our works and improve the land; and when the land is put on the market, the public will be eager to buy at whatever price we consider right. Only alternate blocks will be offered for sale. The Corporation will thus get its due portion of the profit as the townsite grows and becomes valuable.

Thoughtful men and women in this Province will not long hesitate in putting their money in the Imperial Car Company as the best, safest and most profitable investment offered the public to-day.





View of Harbor from the City

Notes to the above
 The above is a view of the Harbor
 taken from the City
 looking towards the
 Harbor
 The above is a view of the
 Harbor
 taken from the City
 looking towards the
 Harbor



Front view of the building from the Harbor

THE AGE OF STEEL

THIS may be called the age of steel, for almost everything now, that can be so, is manufactured from steel, and the reason for this is not far to seek. In the first place, our old stand-by, wood, in many parts of the globe is becoming a very scarce, and consequently a very precious and expensive luxury, especially when its lasting qualities are taken into consideration. Then, again, iron ore is common in most parts of the world, and the only drawback has been the want of machinery to reduce it to its most practical and inexpensive use and application.

Invention has followed invention so rapidly of late years, however, in this respect, that now it is possible to manufacture an article of steel as cheaply as wood; and when we consider that rolled steel is practically everlasting, and that what would smash a wood-built article to splinters, would not more than disturb the paint on

the same article if built of pressed steel, we can readily realize why the world is running to steel-built appliances in everything.

It is the intention of the Imperial Car, Shipbuilding and Drydock Corporation to put in a plant and manufacture its own steel. This it will be able to do at not more than an extra cost of \$150,000.00; and as it makes a difference of nearly one-half the cost of material, the profit on the increased investment of \$150,000.00 will in itself be enormous. We shall not only make our own steel, but shall be able to supply the people of this Province at a lower rate than they have ever paid, as well as making a handsome dividend for the stockholders. As will be seen elsewhere, Imperial sleeping cars will be built entirely of steel and will be virtually indestructible, thus reducing to a minimum the cost of repairs.

THE CITY OF ROSSLYN

THE city of Rosslyn is situated on the shores of Burrard Inlet, six miles from the centre of the city of Vancouver. It comprises, so far as this Corporation is concerned, about 800 acres, bounded on the South and East by Burrard Inlet and the North Arm of the Inlet. The land rises by a gentle grade right from the water's edge for nearly a mile to a height of about two hundred feet, and then falls gently the other way for about a mile, until it reaches a chain of low mountains whose grizzly heads are crowned with snow from November to July.

Men who have traveled all over the world have decided that no more beautiful place than Rosslyn can be found in all British Columbia. This is saying everything that can be said of any portion of God's foot-stool; for British Columbia comprises

everything known in the world for beauty of scenery.

In a short time there will be commenced a million-dollar high-level steel bridge, connecting the city of Vancouver with Rosslyn. A charter has been granted to build a line of railway around the townsite; this also will be commenced within a few months, thus making Rosslyn's two miles of deep-sea waterfront a most desirable location for every class of needed manufacture. This will at once stamp Rosslyn as the manufacturing centre of this portion of the Province.

We have also been approached by two very strong power companies with a view to supply light, power and tram service; and some very alluring inducements have been held out. The Corporation, however, will be very cautious in granting any privileges until it obtains the best terms possible

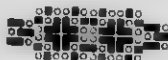
in the interest of the stockholders. Two eminent engineers have been appointed to survey and lay out the town in the most modern manner. The plan of Rosslyn will be circular, every street ending at the centre or hub; the streets will be wide, all principal streets 88 feet wide; the lots will be large, and in the business portion and the better residential districts building conditions will be strictly enforced. Men have been put to work clearing and grading the land; and the Municipality of North Vancouver is now arranging a by-law to borrow money with which to clean, grade and rock the streets and build sidewalks.

The townsite of Rosslyn was purchased by the Imperial Car, Shipbuilding and Drydock Corporation for a sum which, though high at the time, is in reality very cheap. Placed on the market at the right time, it

will realise to the Corporation, at least fifteen millions of dollars.

One of the most valuable pressed-brick clay deposits in Canada is located on the Corporation's property in sufficient quantities to provide every brick that will be required to build the city. Water pure from the mountain lake is only two miles from the centre of the townsite. With Rosslyn situated on the finest land-locked harbor on the Pacific Coast, the Corporation feels that it has an asset to show the shareholders that one and all may well be pleased with.

In this little work will be found a number of picture-photos taken by our own artist, in and around Rosslyn and its surroundings. The bird's-eye view is for the purpose of showing the topography of the district.



POINTS FOR YOU TO PONDER

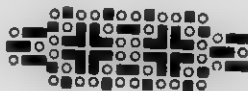
- (1) The Imperial Car, Shipbuilding and Drydock Corporation refer the reader to the splendid showing of the Pullman Car Company as shown by the reports of the Interstate Commission and published in the "Chicago Tribune" and printed on page 14 of this Prospectus, from a plate made in Seattle and sent to us. This article will show fully the profit made in a business of this kind.
- (2) When the Wagner Car Company got right down to business some years ago and showed what they could do in the way of opposition, the Pullman people, seeing the danger to their "Juicy Melon," at once offered Wagner & Co. twenty million (\$20,000,000.00) dollars for their assets, which they accepted; this was to preserve to Pullman Co. a complete monopoly.
- (3) Pullman is not nearly so great an improvement over former sleeping accommodations as our "Imperial" car is superior to the present Pullman; this we can prove by comparisons in next clause.
- (4) The Imperial is absolutely fireproof, dustproof and non-telescopic; the Pullman is burnable, is full of dust and will telescope at a very slight collision. The passenger must sit in his berth to disrobe in the Pullman; there is fifteen inches of space between the curtain and bed in the Imperial. In the Pullman there is a common lavatory; in the Imperial each berth has its own lavatory. In the Pullman car there is no place where the sleeper may put purse or valuables in safety; in the Imperial each passenger is given a key to an individual safe hidden in such a manner that no holdup could possibly discover it. In the Pullman car no allowance has been made for the storing of a basket or hamper of refreshments; in the Imperial each berth is provided with a cold storage department.
- (5) As is told in the story of "The Twentieth Century Sleeping Car," the Imperial has one hundred and twenty-eight vital improvements such as we have noted in clause 4, which make it not only in a different class from the

Pullman, but absolutely the only perfect sleeping car in existence; a car that no one can duplicate, for we have the patents all over the world.

- (6) The Imperial Car Company have 8000 lots and a mile and a half of the finest waterfrontage on the Pacific Coast. See our plan of making \$20,000,000.00 from this property in the article in this Prospectus entitled "A Joke;" it is a lot of money, but the plan is as simple as growing potatoes.
- (7) Rosslyn is only five miles from the City Hall, Vancouver city, and Vancouver is the most flourishing city in the Dominion of Canada, and everyone knows it and believes in its future.
- (8) The Imperial Car Company's 7000 feet of waterfront is the only frontage now available

in the city that is entirely unencumbered by any "clique," "monopoly," "bonus," "railway combination" or anything else that could be detrimental to the Company's interest.

- (9) The Imperial Car Company has been bonused by the Municipality in which they are located, to the extent of \$200,000.00 and freedom from taxation for ten years.
- (10) And lastly, the Imperial Car, Shipbuilding and Drydock Corporation are going to build a drydock to meet the requirements of the Government's demand, and which entitles the Company to a bonus or guarantee of bonds to the extent of \$4,000,000.00 at 3½ per cent. for 35 years; this will make every stockholder absolutely sure of interest in their investment for at least 35 years, and will increase the value of the Company's 8000 lots to an enormous extent.



OUR STOCK

THE stock of the Imperial Car, Shipbuilding and Drydock Corporation is divided into 200,000 shares of a par value of \$100.00. \$20,000,000.00 seems a lot of money but our proposition is the best and biggest in the Province of British Columbia, and we must always remember that not one share of stock will be sold more than the amount required to carry out the works. Just as soon as this is done, down will go the lid on our book of shares, and those unsold will become the property of the stockholders, and the profits will be divided among those who have been fortunate enough to get in at the right time. The Company wisely thought it better to incorporate for the larger amount and thus save possibly the necessity to increase as the proposition grew to greater proportions.

The Company are now putting on the market 10,000 shares at only \$50.00 per share. Just as soon as these are disposed of, the shares will rise to \$75.00, and so on, until in less than one year the stock will be selling at the par value of \$100.00.

The stock may be secured at one-third cash, and one year will be given in which to conclude payment on balance.

A letter or postcard may be addressed to G. A. BARRETT, 282 Hastings Street, East, Vancouver, B. C. ; CHARLES S. DOUGLAS, Hastings Street, West, Vancouver, B. C. ; or GEORGE A. FAIR, 262-3 Empire Building, Seattle, Washington. Each of these gentlemen will be pleased to give the fullest information regarding the Company and its possibilities.

N. B. - No company in Canada ever started out with such bright prospects. No company ever floated had better or more influential men associated with it. No company in Canada ever had the amount of assistance guaranteed to it by the municipality in which it was located, and, lastly, no company in Canada ever had a more worthy or meritorious object in view than the Imperial Car, Shipbuilding and Drydock Corporation of Vancouver, B. C.

ODE TO VANCOUVER

By G. A. Barrett

Vancouver, Talismanic word for all that leads to wealth,
Domestic power, good will to all, pure pleasures, perfect health,
Thou City built beside the sea, o'erlooked by mountain chains,
Thou Mecca of desire to those who toil upon the plains.

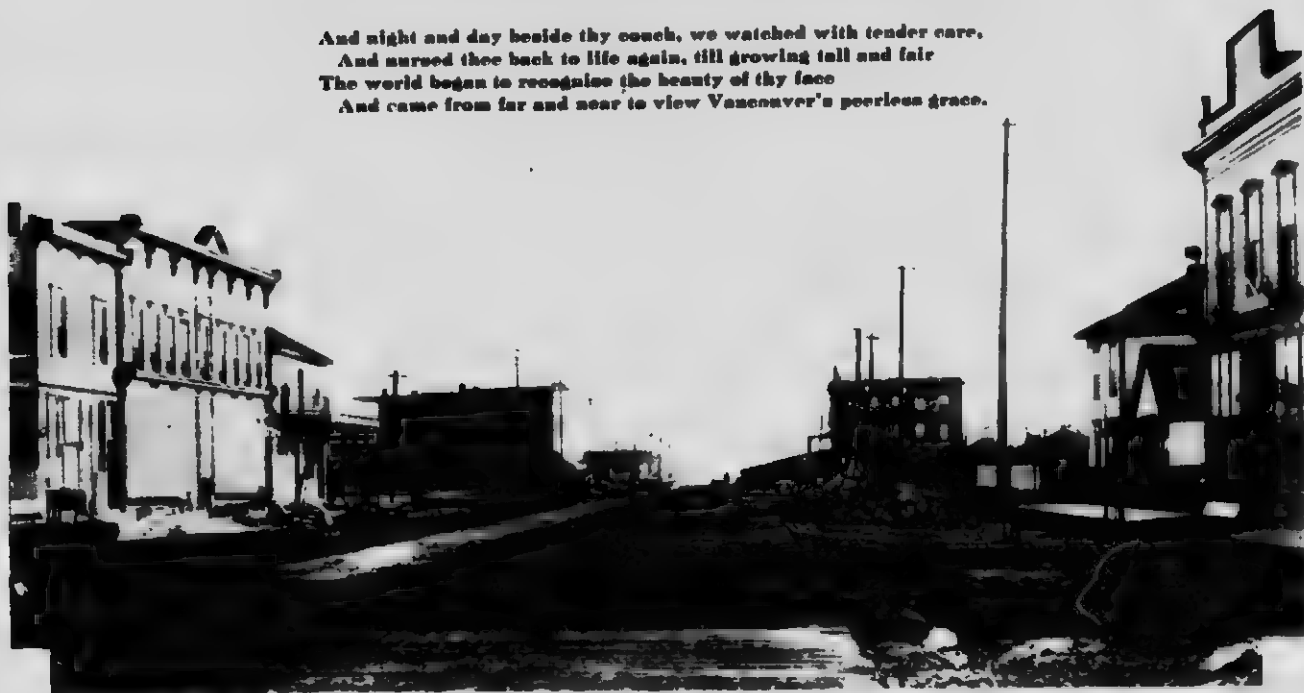
Thou art a bonny winsome maid, whose step is light and free,
Thou art a careless loving lass, but thou art dear to me,
I love thy sunny summer smile, thy tears of gentle rain
And would not for the world go back to snow and frost again.



"THOU CITY BUILT BESIDE THE SEA, O'ERLOOKED BY MOUNTAIN CHAINS"

I've watched thee nigh to twenty years, when thou wert weak and small,
 But even in thy infant days, thou wert beloved by all.
 The day when thou fell'st in the fire and nearly burned to death,
 Brave men, and women too, fought hard to stay the fleeting breath.

And night and day beside thy couch, we watched with tender care,
 And nursed thee back to life again, till growing tall and fair
 The world began to recognise the beauty of thy face
 And came from far and near to view Vancouver's peerless grace.

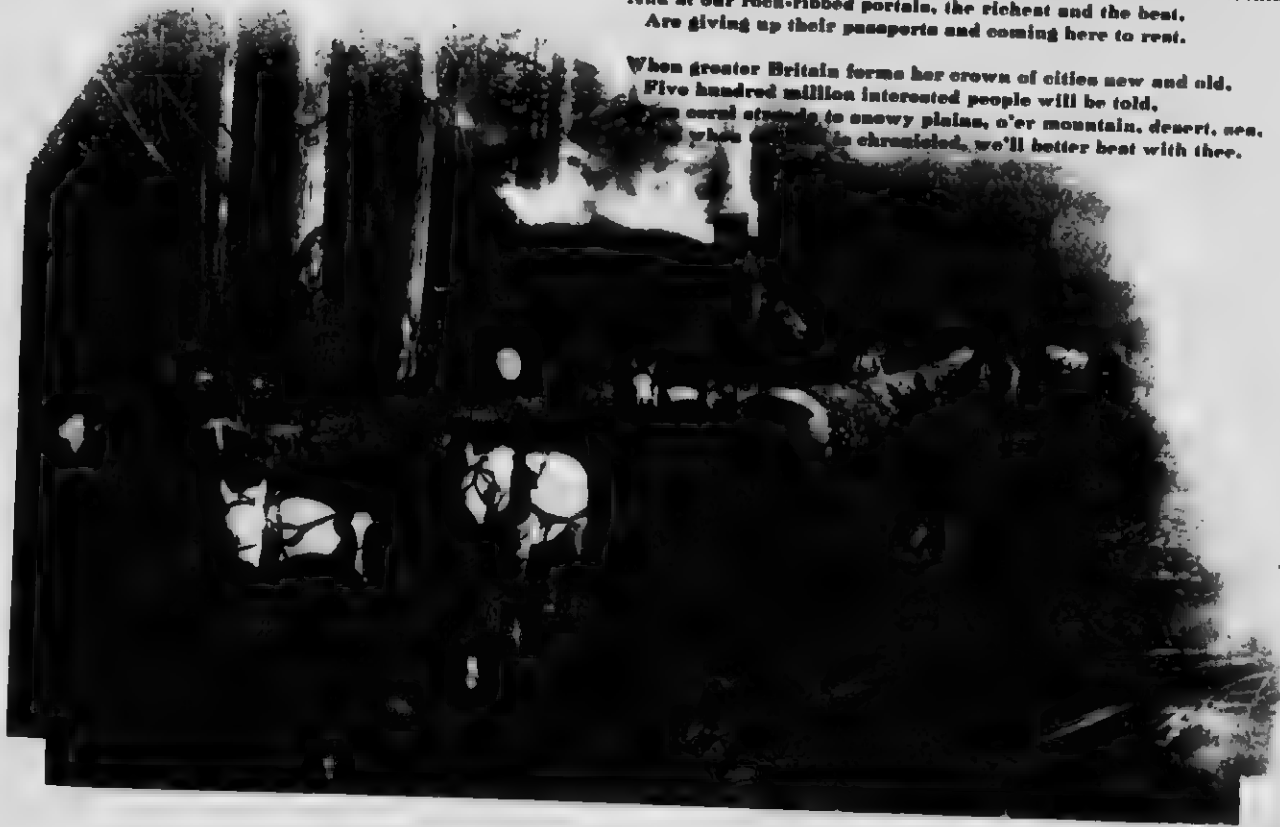


CORNER OF HASTINGS ST AND WESTMINSTER AVE 20 YEARS AGO

"I'VE WATCHED THEE NIGH TO TWENTY YEARS, WHEN THOU WERT WEAK AND SMALL"

From England, Scotland, Ireland, from Italy's sunny clime,
France, Russia, Spain and Germany, all leave their shores for thine;
And at our rock-ribbed portals, the richest and the best,
Are giving up their passports and coming here to rest.

When greater Britain forms her crown of cities new and old,
Five hundred million interested people will be told,
From coral strands to snowy plains, o'er mountain, desert, sea,
When our name is chronicled, we'll better beat with thee.



"THE VALLEYS THAT DIVIDE THE HILLS ARE CLOTHED WITH FOREST FINE"

Page Number Forty-One

And in this empire diadem, some day to form that crown,
A hundred mighty cities will strive for place renown,
And thou sweet maiden city, the queen of all the west,
Shalt take thy place amongst the great, the beautiful and best.

For thou hast all the attributes, to make a city great,
Thy hand contains the title deeds of a grand and vast estate.
The mountains that o'ershadow thee are filled with richest ore,
Gold, silver, copper, iron, coal from nature's buried store.



"GOLD, SILVER, COPPER, IRON, COAL FROM NATURE'S BURIED STORE"

The valleys that divide the hills are clothed with forest fine,
The spreading cedar, stately fir, the hemlock, oak and pine.
The streams and rushing rivers flowing past thee to the sea
Yield richly to the fisher folk, who bring their spoils to thee.

The blue Pacific bathes thy feet, its currents warm the air,
The old grow leaner with their years, the young upright and fair.
The grass is green and flowers bloom from May to May again,
And poverty shall ne'er exist where peace and plenty reign.

All thou could'st ask thou hast received, the gods have smiled on thee,

Thy latent possibilities the world amazed shall see.
On forward to thy destiny, thy banners waving high
And thy brave daughters, thy sons shall laud thee to the sky.



"YIELD RICHLY TO THE FISHER FOLK WHO BRING THEIR SPOILS TO THEE"

PUBLISHED BY THE U.S. GOVERNMENT PRINTING OFFICE

WHY VANCOUVER, B. C.?

TWENTY-FOUR years ago Vancouver City incorporated with a population of about 1,000 people. One year later this jumped to 5,000, caused, no doubt, by the arrival of the first regular transcontinental train.

To-day the population of Vancouver is over 100,000.

Government statistics give the report of this progress and prove thereby that during the period named, Vancouver has moved steadily onward, increasing yearly in wealth and population, and that during the last five years its growth has exceeded that of the previous eighteen.

Vancouver is the commercial center of 395,000 square miles of British Columbia Territory, with its mines producing \$300,000,000.00; its fisheries, \$114,000,000.00; its forests, \$12,000,000.00, and its orchards and farms, \$7,000,000.00.

These figures merely deal with the past and touch upon a few choice productive areas, leaving untouched the vast and undeveloped resources that will soon be served by four transcontinental railroads which will expend, in the next two years, \$20,000,000.00 for construction work in new territory with Vancouver as the objective point.

Governor Charles E. Hughes, of New York, said: "Vancouver has the finest harbor I have ever seen."

William E. Curtis, of the Chicago *Record Herald*, said: "Vancouver City, the Liverpool of the Pacific, is a solid, well-built city."

William J. Bryan said: "When I saw your harbor this morning, I saw the explanation of your past and of your future. It is one of the great harbors of the world. Not very many seaports are blessed with such natural advantages in the way of a harbor. You have here without expense to you what many seaport towns cannot secure at any price. You have a harbor with deep inlet and ample space, surrounded by mountains that protect it from the wind. It is not strange that your city has grown. It is not surprising when you know of its advantages, that it is what it is, and possibly the most imaginative of you would fail to comprehend what it may be fifty years from now."

James G. Elaine, of New York, said: "In the short space of the city's life, Vancouver has become a great port of entry and export, and it now bids fair to become one of the world's great railway centers as well. Trade and commerce, as does everything else, follows the line of least resistance, and in the exportation of grain raised west of Manitoba, that line lies through Vancouver, and through this port before long will begin a flow of wheat, which, as it swells to flood, will make of this city the greatest wheat-shipping port of the world."

These optimistic predictions are justified by every fact bearing upon the future of Vancouver. Its circumstances include practically all the conditions favorable to the building of a great city. There are no obstacles to progress; on the contrary, Nature has so endowed Vancouver that its progress is inevitable. The following are among the factors that guarantee continued growth and prosperity:

Vancouver is so situated that it must be the objective point of every railway seeking the shortest route and easiest grades from Eastern Canada and the Middle West States to the Pacific Coast.

It is nearer to the wheat belt than any other existing or possible deep-water harbor open at all seasons of the year.

It is also nearer to the Panama Canal and almost every ocean port in the world than any other Canadian mainland port on the Pacific.

It is certain, therefore, that Vancouver will be the Pacific Port of the All-Red Route and, as stated by Lord Strathcona, will be then within eight days of Liverpool.

British Columbia has 10,000,000 acres of wheat land, the most extensive coal deposits in the world, immense undeveloped iron deposits, and the largest and most compact timber area in America.

As the commercial center of a country of such remarkable natural resources, and the shipping port of half a continent, it is impossible to predict for Vancouver anything other than prominence among the great cities of the world. *Pacific Monthly*.

W. C. B. A.



PLAN Shewing SUBDIVISION OF

DISTRICT LOTS

230,471 AND 551

North VANCOUVER

Scale. 1 inch = 200 feet.

KEY PLAN

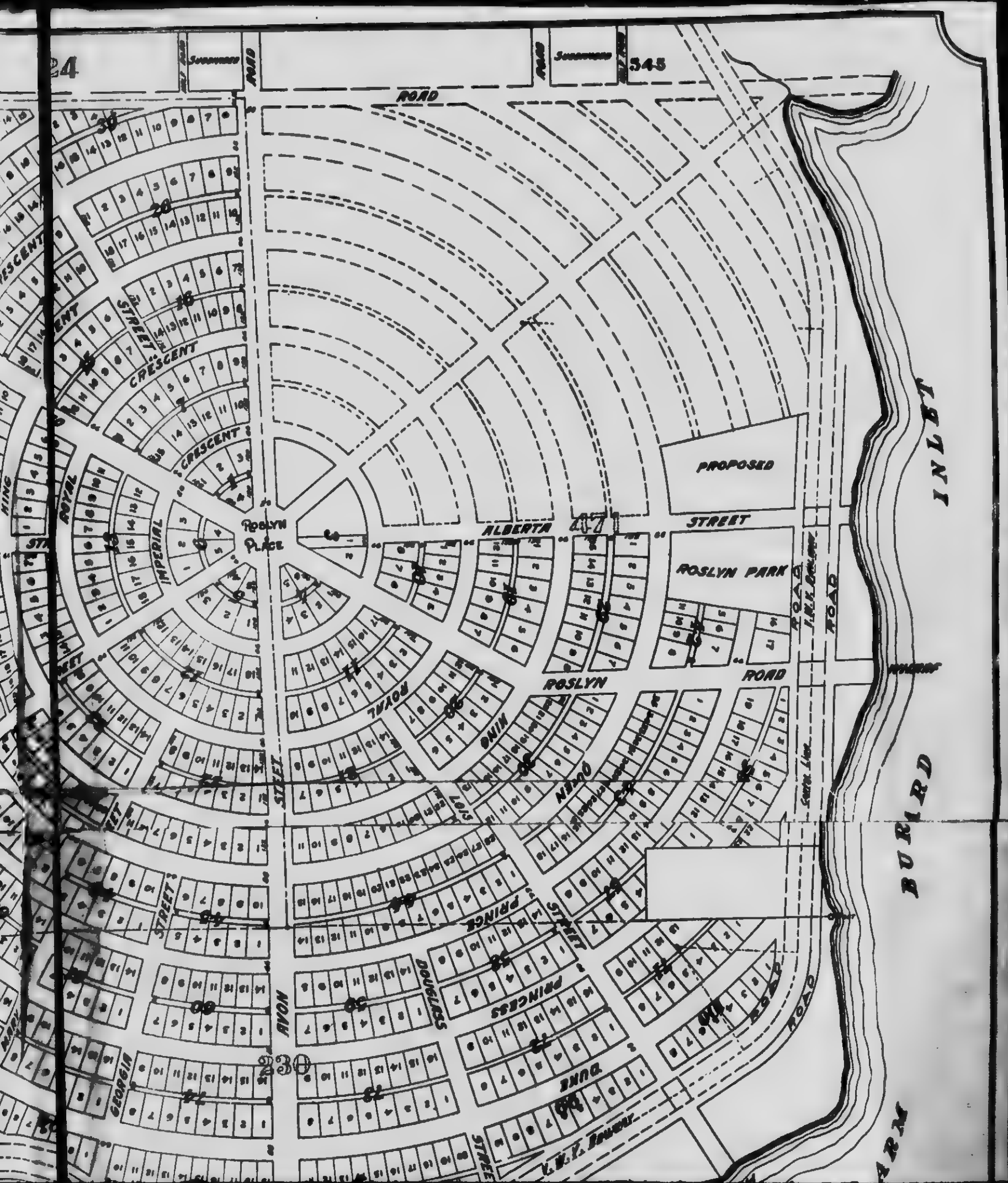


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INDIAN RESERVE

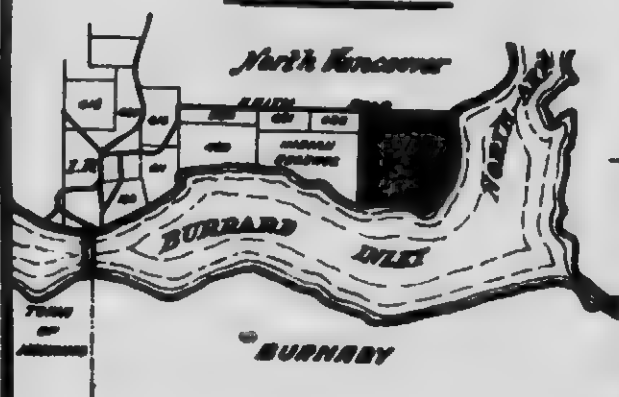
INDIAN RESERVE





North VANCOUVER

KEY PLAN



BURRARD



WATER WASHINGTON D C

1 n . H . p . n . c . d . H . s . n . O . c . u . t . s . e . c . a . s . i . s . t . o . f . w . s . h . t . c . w . m . s . t . p . l . w . w . f .

